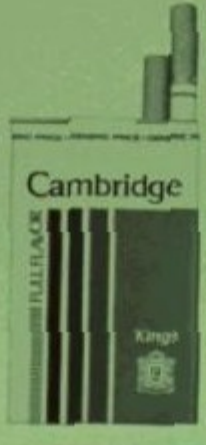
LEO BURNETT U.S.A.

(F04)

AD# 189-B3-REQ# N-98008-"FULL FLAVOR BIGIF"-Page B/W Bleed (5 5/8" x 7 3/4") TV GUIDE, 1987

New!
Taste and Compare...

Full Flavor Cambridge Generic Price.



16 mg "tar," 1.1 mg nicotine av. per cigarette by FTC method.

SURGEON GENERAL'S WARNING: Quitting Smoking Now Greatly Reduces Serious Risks to Your Health.

Mfr. suggested retail price

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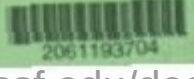

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